

department has made special preparations to care for orders for school needs. Experienced shoppers will take a personal interest in your orders—just as much as if you did the buying yourself.

16TH YEAR.

EL PASO, TEXAS, FRIDAY, AUGUST 22, 1919.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

"THE POPULAR"

Souvenirs For All-- Tomorrow we will give a serviceable souvenir to all the older boys and girls. This is a combination blotter and ruler and will be found very useful in the school room. It will not be necessary to make purchases.

We Are Ready

SCHOOL Preparation Week at the Popular has become an institution in El Paso. Parents have depended on the Popular to supply dependable school wear at nominal prices. Notwithstanding the prevailing high prices, we have been able to assemble immense stocks of school wear at moderate prices.

WHEN we say "we are ready," we mean that when you come tomorrow and bring the children, you can buy everything they can possibly need in the way of wearing apparel for school. Although our stocks are large, there is naturally choice and those who come tomorrow will obtain some most unusual values.



School Preparation Week Boys' Shoes

SCHOOL week finds us prepared in our boys' and little men's Shoe Department to supply the needs of young America in the best of footwear for school, play or dress wear. We have taken special care in the selection of lasts and leathers. The leathers are the very best, which insures the most in service, comfort and style. For school week, we feature at very attractive prices a number of different styles and leathers.

For School or Play Wear

Original Boy Scout Shoes in dark brown or pearl elk skin. Little men's sizes, 9 to 12½, at \$2.50. Boys' sizes, 1 to 5½, at **\$4.00**

Boys' army shoes, made of strong and serviceable dark brown chrome tanned leather. Overweight Goodyear welted soles. These are the most practical shoes for the boy who is hard on his foot wear. Boys' sizes, 2½ to 5, at **\$5.00**

Black or pearl-elk skin, lace to the toe, scout style and Goodyear welted soles. Little men's sizes, 11 to 2, at \$4.50. Boys' sizes, 2½ to 5, at **\$4.50**

Boys' black gun metal, lace shoes, strong and well made. Sizes 9 to 12½, at **\$3.50**

Little men's and youths' specially made, tan elk, E. C. Sniffers, an exceptional value. Sizes 8½ to 11½, at \$2.50, 12 to 2 at **\$3.75**

Boys' navygany calf, English lace shoe, dressy and neat fitting. Sizes 7 to 5½, at \$5.50. Little men's sizes, 9 to 12½, at **\$4.50**

Boys' black calf, English last, well sole. Sizes 1 to 5½, at **\$5.50**

Little men's English or footform last, sizes 9 to 12½, at **\$4.50**

Boys' navygany calf, English last, well sole at **\$6.50**

Little men's and youths' famous Kippy Kicks, in brown calf, lace also with tip and soft toe. Price \$4 and **\$4.50**

—2nd Floor.



Footwear for Girls

No item in the high cost of living stands out more prominently than footwear. Fortunately for our customers early purchases of girls' footwear makes it possible for us to supply what the girls need at considerable savings without sacrificing quality. For School Preparation Week, we offer the sturdy shoes for school wear as well as lighter weights for dress occasions.

Shoes for the growing girls made of serviceable, dark brown and tan Russian calf with welt soles. Price for School Preparation Week at **\$7.50**

Shoes in dark brown calf, neolin sole and rubber heel for **\$7.00**

Patent leather and gun metal shoes in black for \$4.00, \$5.00, \$6.00 and **\$6.50**

Black gun metal, lace shoes for the misses, made on the foot form lasts. Exceptional values at **\$3.00**

Gun metal lace shoe, extra high top, medium toe. Price **\$3.50**

The E. C. Sniffer shoe needs no introduction. We have these in black, tan and smoke color, both buttons and lace. **\$3.50**

We also have the pretty combinations of patent leather and colored kid tops, both in button and lace at **\$6.00**

For the smaller children our present showing will supply all possible needs. The Sniffer shoe comes in black and tan, also button and lace. Sizes 2 1/2 to 8 at **\$2.50**, 8 1/2 to 11 at **\$3.00**

All mothers know the wearing qualities of these shoes and will realize what a bargain they are at these prices.

For the dress shoes we have patent, kid and the patent vamp with colored tops. Prices according to size and quality, **\$4.50**

Children's Hose

FINE gauge and heavy weight hose for boys and girls. These come in black, white, tan and cordovan. Sizes 5 to 10. 50c values for **29c** Street Floor.

BLouses AT \$1.75

These blouses are made of voile in several pretty styles, attractively trimmed. Every school miss will want one or more. \$2.95 values at

CREPE KIMONO

Japanese Crepe Kimonos, many pretty patterns. Please the school girl by putting one of these in her wardrobe. Sizes 4 to 16 years. \$1.50 values, **95c**

REGULATION MIDDIES

The well known "John Paul Jones" midly regulation style. Limited lot. Sizes 4 to 16 years. \$2.00 values at **\$1.45**

Sweaters

It may seem a trifle early to buy sweaters, but this sample line arrived just in time for this important sale. These will be nothing like it later on. Buy the girls' sweater now. All sizes and colors. Extra special at exactly

Half Price

TWILL MIDDY SKIRTS

These skirts are made on bands, full pleated, a few khaki. An exceptional value. Sizes 6 to 12 years. \$1.50 values at **95c**

MIDDY SKIRT

A regulation garment, deep laid pleats, made on body waist of good quality twill. Sizes 6 to 12 years. \$2.00 values at **\$1.45**

SERGE SKIRT ON WAIST

These garments are made of navy serge and shepherd checks on body waist. Only a few of these garments. Sizes 6 to 12 years. \$4.00 values at **\$2.95**

SERGE GYM BLOOMERS

These bloomers are made of navy blue serge, extra full cut and well made. Sizes 12 to 20 years. Extra special, **\$3.95**

GYM BLOOMERS OF SATEEN

Made of heavy black sateen and cut exceptionally full. They fit the Junior miss. Sizes 12, 15, 17 years. Extra special **\$1.75**

Unadvertised Specials

There are many of them and it will be worth your while to look them up when here. Every one will be a real money saver.

WOOL SKIRTS

These skirts are made of the new sport plaids, also navy "all wool" serge and shepherd checks. Made with separate belts and on bands. Very attractive models. Junior sizes 13, 15, 17 years. \$8.50 values at **\$5.95**

SPORT MIDDIES

These middies are made of excellent quality twill and galatea. Colors are green, copenhagen and tan. \$2.95 values at **\$1.95**

SCHOOL BLOOMERS

A splendid school bloomer made of black sateen or white twill. Made on band with button holes. Sizes 2 to 8 years at 65c. Sizes 10 to 14 years at **75c**

Girls' Corsets

Here we feature such well known and highly recommended lines as Gossard, American Girl, Ferrie Waist and Warner. Our expert corsetiers take the proper care and you can depend on their correct fittings. Models for the school girl and junior miss. Prices from \$1.00 to \$2.75.

DRAWERS

Bloomer or straight leg style, made of good quality lingerie cloth and neatly trimmed. Sizes 3 to 14 years. 50c values at **39c**

GIRLS' UNDERWEAR

These include slips, skirts and drawers, attractively trimmed and splendidly finished, made of excellent soft finish material. Sizes 2 to 14 years. 75c values at **59c**

MISCELLANEOUS UNDERWEAR

Gowns, combinations, slips, skirts and drawers, beautiful lingerie for the school girl with rich lace and embroidery trimmings. Sizes 2 to 16 yrs. \$1.00 values at **79c**

KNIT TAM-O-SHANTERS

Knit tams are good this season. Many novelties, including plaids, stripes, solid and white angora. \$2.95 values at **\$1.50**

Boys' Store

SCHOOL Preparation Week in the Greater Popular Boys' Store has been planned and carried out on a big scale. Lines are not only complete, but prices on wearing apparel for both big and little boys are most attractive. The following catalogue will supply many of the boy's needs. What you do not find listed here will be found in the Greater Popular Boys' Store at prices equally attractive as those advertised.

Boys' khaki Knickerbockers for school wear. A boy should have many pairs. These are very durable, made of good quality twilled khaki. Sizes from 6 to 18 years. Price **\$1.65**

Boys' wool blue serge Knickers. These are lined throughout and cut full. A limited number of these all wool quality. Sizes 6 to 18 years. Priced for School Preparation Week at **\$2.95**

BOYS' CAPS

Boys' caps in a variety of novelty designs, made of all wool materials. These are really unusual values. All sizes, many to harmonize with suits. Special price **\$1.00**

BOYS' WASH SUITS

These suits include a splendid assortment of models, middie, Norfolk and Tommy Tucker styles, in white, combination colors and striped chambray, gingham and the standard materials. These have both long and short sleeves. Regular \$2.00 values for **\$1.50**

Extra Special

Corduroy is the best wearing materials for school suits. The style is one liked for fall and the dark brown color will prove serviceable. Sizes 6 to 18 years. Price for School Preparation Week at **\$8.95**

Extra Special

Boys' Windsor ties made of good quality silk in plaids, stripes and solid colors, real live ties for the little fellow. 50c values at **35c**

NECKWEAR

Boys' ties of good quality silk in plain and fancy patterns, the finest assortment we have ever shown, four in hand style. Price **50c**

BOYS' H. & W. UNDERWEAIST

Boys' underwear made of good quality sturdy material with buttons for pants and tabs for hose supporters. 70c values at **39c**

BOYS' HANDKERCHIEFS

Boys' silverthread handkerchiefs made of good quality white cambric, hemstitched. Special for School Preparation Week, at **25c**

BOYS' HATS

This is an unusually attractive showing of new shapes and patterns in boys' cloth hats. A complete line of plain and novelty mixtures. Prices range from 60c to **\$3.00**

Extra Special

Boys' Blouses—This assortment includes the Kaynee and other standard makes. They are made of fine materials in stripes, light and dark colors, solid white and solid blue. Sizes 6 to 16 years. Special price **69c**

JUVENILE SUITS

These suits in smart new styles, made of wool fancy mixtures, velvets, corduroys, blue serge and shepherd checks. The snappy suits you want for the little tot. The prices range from \$2.95 to **\$12.50**

Extra Special

Boys' Norfolk suits with one pair of pants, full lined and cut full. Colors brown, green and gray mixtures. We have 75 suits in this lot that are made in the latest waistcoat models, bolts all around. Sizes 7 to 16 years. School Preparation Week at **\$5.95**



School Preparation Week Accessories

MANY departments on the Street Floor made advance preparations for this event. The following items should meet with a ready response as they are not only seasonable, but in most cases considerably under priced.

SCHOOL PURSES

Purses of leather, silk and velvet as well as metal coin purses. Prices range from 25c to \$1.50. Beauty pins, big range of designs, two on a card, plain and engraved. 25c and 50c.

SCHOOL BELTS

These belts are made of patent leather and kid. Come in all widths, sizes and colors. Prices 35c, 50c and 75c.

WINDSOR TIES

These ties come in solid colors, also in plaids and stripes. Prices from 25c to 75c.

MIDDY TIES

These ties are large and made of pure silk. Some with corded edges, others are square and large three corner shapes. \$1.50 to \$3.00.

HANDKERCHIEF SPECIALS

A fine grade of sheer lawn. Well made, narrow hems. Special per dozen 50c. Fine shamrock handkerchiefs made of lawn in three styles. One plain, one with fine corded border effect and one embroidered corners in dainty colors. These are suitable for school use. Special per dozen \$1.00.

SOCK GARTERS

Sock garters for the smaller tots. These come in white, pink and are finished with rosettes and tailored bows. 15c, 20c and 25c.

HAIR BOW RIBBONS

Fancy hair bow ribbons come in plaids, stripes, checks and solid colors. Prices per yard range from 25c to \$1.00.

STATIONERY FOR SCHOOL WEEK

School tablets, price each from 5c to 35c. Composition books, special at 10c. Clutch pencils, School Preparation Week 10c. Premium pencils, 2 for 5c. Pencils, all styles, each 5c. Diamond point fountain pens, each \$1.00. Fountain pens, different styles, each up to \$1.50.

Toilet Articles

SATURDAY SPECIALS

50c size Pompeian massage cream, spec. 39c. 85c size toilet water, assorted odors... 69c. 50c Palm Olive Face Powder, Sat... 39c. 50c size Bonney Beauty Balm, special 39c. 50c Quality rubber gloves, Sat. special 39c. 25c Fantasia Rouge, Saturday special 19c. 50c size Pond's Extract, Sat. special 39c. 30c Johnson & Johnson's shaving cream 21c.

9 TO 1 SPECIALS

Pebeco tooth paste, special... 39c. Woodbury's facial soap, at... 17c. Nail brushes, special... 10c.

School Preparation Week

Downstairs Store

VALUES in the Downstairs Store alone offer sufficient inducements to insure you being here tomorrow. Besides items of ready-to-wear, we offer four items in piece goods that will prove of unusual interest to mothers who prefer to make school dresses.

Middy Blouses—These are made of twilled muslin and suitably cloth. Come in plain white and colored colors and cuffs, some braided trimmed. For misses and children, ranging in sizes from 4 years to size 40. Special price \$1.45. **Black Bloomers**—Made of heavy quality mercerized sateen. Cut full. Sizes 2 to 14 years at the special price 65c. **Children's Dresses**—Made mostly of good quality Amoskeg gingham in plaids, checks and stripes, also solid colors. Sizes 6 to 10 years. Special \$1.50. **Children's Serge Dresses**—These are made of good quality mixed serge, come in navy blue and trimmed with buttons and contrasting materials at collars and cuffs. Sizes 8 to 12 years. Price \$4.95. **Children's Tams**—Made of black velvet, full shaped and finished with cord and tassels. Special \$1.50. **Girls' Hose**—These hose are made of soft finish hals and come in black and white only, fine ribbed quality. All sizes. Slightly imperfect in weave. Special 25c. **Boys' Hose**—Heavy ribbed quality black hose, made to withstand hard wear. Sizes 6 to 11. Slightly imperfect. 25c. **Satin Ribbons**—Come in widths suitable for hair bows. All wanted colors. Per yard, 20c to 25c. **Hair Ribbon**—Made of a wide soft finish taffeta in dresden and other effects. Price per yard 25c. **27-inch Gingham**—In Amoskeg quality. Comes in plaids, checks, stripes and solid colors. Special per yard 25c. **Cotton Suitings**—Made of a substantial quality in checks and plaids, 36 inches wide. Per yard 25c. **Cotton Suitings**—In a heavy quality. Comes in shepherd checks and scotch plaids. 36 inches wide. Ideal for school wear. Per yard, 50c. **Cheviot Shirtings**—A good quality material for boys' shirts and blouses. Comes in checks and stripes. Price per yard 25c.